

Silver Spring Urban District Advisory Committee
Meeting Minutes
February 15, 2007

Revised Members Present: Genny Hardesty, Bob Middleton, Renee Okon, Jon Lourie, Abrielle Anderson, Pete Esker, Barbara Henry, Edward Baca-Asher, and Charles Atwell

Members Absent: Bryant Foulger, Nancy Schwiesow

Guest: Laura Cole, Meghan Welch, James Denzler, Emily Vaias, Ted Georgelas, Gary Getz Eno Okon, Jeffrey Lockwood, Aurelia Martin, Commander Davis, Laurence Gelodle, Todd Brown, Ulysses Glee, Jennifer Desco, Doug Wrenn, Brad Stewart, and Tom Collins

Staff: Gary Stith, Vicki Lockerman, Mel Tull and Susan Hoffmann

Welcome/Introductions – Genny Hardesty, Chair, called the meeting to order at 3:30 p.m.

Motion: (Middleton, Henry) the Silver Spring Urban District Advisory Committee approved the January 2007 as amended

Chairs Report:

Genny Hardesty reported that:

She is now employed by the JBG Group but will continue as Chair of the Silver Spring Urban District Advisory Committee and thanked Brookfield Property for all the opportunities they provide her.

Police Update

Commander Davis reported that:

- Stolen vehicles are a major issue and include Kennett Street Garage where they are targeting Honda's, Crowne Victoria and Plymouth. Twenty vehicles have been stolen since the beginning of January.
- There was a commercial robbery at Flower Avenue where a Hispanic female would enter an establishment try to take cash and another commercial robbery happened at the Pizza Hut on 16th Street.
- The County Executive supports the budget of FOP for 16% pay raise over the next 3 years.

Jon Lourie asked if there was an updated on the under pass bridge at the beltway.

Commander Davis responded that they were working with DPWT on implementation of their recommendations.

ULI Report on Retail Strategies

Laura Cole and Meghan Welch gave a Power Point presentation on the following:

- The mission of the Urban Land Institute was to provide leadership in the responsible use of land in creating and sustaining thriving communities worldwide.
- ULI is a non-advocacy research and education institution with over 30,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.
- The ULI Panel assignment for Silver Spring was to develop an overarching strategy to attract strong, new retailers while at the same time preserving locally owned businesses and the strategy should incorporate City Place and Colesville Road directly across the street, and Georgia Avenue, south of Wayne Avenue
- Issues addressed were: dispersed retail, lack of capital, patchwork ownership space that does not meet retailers needs, master plan, zoning disincentives and existing retail conditions
- The Overarching principles are to maintain Silver Spring's unique and historic character, expand the benefits of Silver Spring's revitalization to broader area, take advantage of location and transit amenities, build upon the success of existing retail, enhance perception of place and meet the needs of the existing base on residents.
- The market potential strengths are: strong and diverse demographic, excellent access and proximity to nearby markets, well served by transit, plentiful parking, unique, historic, "funky" character sought by many communities, strong office market (daytime workforce w/ disposable income), impressive arts and cultural offerings, well-used public spaces and parks robust residential market (moderately affordable), new and existing residents vested in the community's success and availability of space to relocate tenants to create desired synergies.
- The market potential constraints are: perception tied to history of Silver Spring's decline "what it was" the CBD's large size, no critical mass - related activities are not clustered and therefore impact is diluted, City Place hugely problematic (inside demographic, image, layout, market potential, impact on local area), Georgia Avenue and Colesville Road not pedestrian friendly and functionally obsolete spaces.
- The Target opportunity areas are: District bounded by Bonifant Street, Philadelphia Avenue, Fenton Street, and Georgia Avenue and Colesville Road - block in front of AFI and City Place.
- The Georgia Avenue District south of Bonifant Street, north of Philadelphia Avenue the goals are: create unique identity w/ targeted marketing campaign, diversify and upgrade tenant base, influence use of firehouse to serve as catalyst for district, maintain distinctive facades of existing buildings and density areas behind frontage retail to support Georgia Avenue retail.
- The Georgia Avenue District south of Bonifant Street, north of Philadelphia Avenue additional goals are: enhance connections from Fenton Street and Ripley Street, create a more consistent streetscape to define the area and set the stage for investment, maximize public space opportunities, encourage infill along western part of Georgia Avenue and form a collaborative of property owners to market and upgrade properties.

- The Georgia Avenue District implementation strategies are to target urban district resources for improvements, target marketing campaign and institute transfer of development rights (TDRs)
- City Place constraints are that they have no anchor tenant, low visibility. Historic façade/low fenestration, poor internal circulation, Challenging grade changes, unsuitable ceiling heights, +/- 300k SF mall spread over 5 floors, poor retail mix and functional obsolescence. City Place development strategies are: Public and Private entities need to “own” the project, assess the mall’s physical constraints, develop a set of scenarios for redevelopment, promote the mall’s site integration with surrounding uses and Colesville Road and develop a physical plan for the mall
- We have come up with three scenarios for City Place as follows:
 1. Convert City Place’s interior space to accommodate a big-box anchor
 2. Convert City Place’s existing space to parking and build office and residential towers
 3. Connect Scenario 2 with a larger project across Colesville Road, Taking advantage of co tenancies and joint development opportunities.

Conclusion is that Silver Spring is a national model for revitalization and a testament to the effective role that government and private business can play when partnering for a common goal. The panel hopes that these recommendations help to stimulate the ongoing action resulting in the continued revitalization of Silver Spring. ***For complete details of the presentation as given on Feb.15, please refer to copy enclosed in your March packet.***

Discussion:

Ted Georgelas stated he agreed with much of the ULI Report. We have put \$4million in City Place over the last few years and this is not a base investment but we are trying to turn it around. We are suggesting adding an office tower above the existing structure and would like approval which would have a significant impact on the well being of City Place Mall and its tenant. We made a significant investment initially in Silver Spring before anyone was putting money in Silver Spring and we continue to invest money in Silver Spring.

Laura Cole stated that they had met with City Place marketing staff and the mall is in great condition but your hands are tied with the number of options available.

Ted Georgelas stated that City Place Mall has month to month tenants but that it is by design because the merchandising mixes in the mall needs to change. We can not prolong what is currently there by granting multi-year leases to the current uses we have in the mall. We think the office tower will have a positive impact on bringing a different type of tenant to the mall. We would be addressing other suggestions to make the mall more accommodating, and attractive to get the type of retail the community would like to see in Silver Spring but we have constraints. We had a discussion with our architects about repositioning some of the existing uses to perhaps expand office space into the mall and are continuously looking at alternative uses in the mall and above the mall.

Bob Middleton asked Laura Cole to clarify what she meant when mentioning the phrase “sense of place” both in the report and presentation material.

Laura Cole responded that when referencing to “*sense of place*” it means what makes the place unique and the energy of uses when people are there they can identify with that particular area either through the tenant mixes or buildings that are more unique and different from other places.

Bob Middleton asked about the possibility of linking City Place Mall to the proposed development over by the Birchmere across the street on Colesville and does your group envision an actual linking like a sky walk from the tower over to an area that might be big box retail.

Laura Coles stated the thought was linking uses and if you are at AFI or the Birchmere you would have other activities that would keep people in the area by making it more inviting and comfortable coming from City Place to AFI or the Birchmere. Our thought was how do you make this area more of a 24 hour place and program some of the retail or other activities to bring more vibrancy in the area.

Jon Lourie stated the CBD Master Plan talks about having a vibrant area especially in the Fenton Village area. We have seen numerous development projects being proposed that are all residential and have no retail. What would your opinion on this if you get enough of these projects that are 100% residential and no ground floor retail and the impact it would have on the Fenton Street area?

Laura Cole responded that the ULI Panel did recognize the CBD Master Plan and it places a disincentive for retail but if you have more people living in the area you need to create vibrancy and it is hard to balance the two in terms of the timing of the market.

Jon Lourie stated that he was talking about ground floor retail. From a zoning standpoint you are getting fewer residential units in a development project but foregoing the ground floor retail my concern is if you get enough of these projects without the ground floor retail you still have residential above.

Doug Wrenn stated they did not reach a recommendation regarding this issue. There is a balance to support the existing retail and adding retail which would probably help in some way to create a more critical mass and vibrant activity in the area.

Jon Lourie asked whether the Panel looked at current zoning implications on the future of Georgia Avenue. In the presentation you talk about trying to retain the character of the streetscape of Georgia Avenue and a few of those buildings are designated historic façades so once new development does occur in that part of Georgia Avenue that is transfer of development rights and are you recommending that specifically for that stretch of Georgia Avenue.

Gary Stith stated that there are TDR’s in some parts of the County.

Laura Cole responded that they see this as a tool because the retail option changing without putting money back into the pockets of the owners of the buildings and recognizing that you needed a tenant mix. I am sure there are other tools you can get money in those people’s pocket that own the building so they can reinvest in them but in TDR’s it all about where the capture

areas so you really have to think through where it would make the most sense to divert the density to support that retail and not create a vacuum.

Jon Lourie suggested without something like a TDR, the future development along Georgia Avenue is going to look very different from what we have now.

Laura Cole stated yes it would be very different.

Charles Atwell stated the Committee appreciated the report and what the panel has done because now it gives us something to move forward. Typically at this point after giving your report to a community what is the next step and from the staff's perspective what do you have on the docket for going forward.

Gary Stith stated that he would make a presentation to the Chamber's Economic Development Committee on March 1, a public presentation is scheduled for March 13 and we will be working with the Silver Spring Citizens Advisory Board to discuss these ideas. ULI does not expect us to take every recommendation and implement it. This report is a starting point for what we want to accomplish, the types of tools to use to accomplish these things and move forward. There are a lot of opportunities in this area and things we may look at are changes to zoning ordinance and TDR's may be one way. Reserving those areas and getting money back into the owner's pocket so they can reinvest in those buildings although you may have to structure it where revenues generated from TDRs have to be invested.

Charles Atwell asked Gary Stith if a piece of the next step would include going to elected officials.

Gary Stith stated yes they would be contacting elected officials after discussion with the community to identify the priorities then work with Planning Board and elected officials because the priorities may affect the budget, changes to zoning ordinance or economic development program initiatives.

Jon Lourie asked if there are any projects currently proposed for Georgia Avenue.

Gary Stith stated no there are none proposed that have Georgia Avenue frontage south of Wayne.

Motion: (Atwell, Lourie) the Silver Spring Urban Advisory Committee members agreed that the staff develop a timeline of next steps for the March Committee meeting to include all of the issues mentioned during ULI presentation and the political options. The motion passed.

City Place Office Tower

Emily Vaias, Linowes and Blocher representing City Place reported that:

- They filed in August an amendment to the project plan, preliminary plan and site plan for the City Place project. Park and Planning has assigned Josh Sloan as the staff person to review all the packages.
- The project was originally approved for about 552,000 square feet of space including the existing retail which is 490,000 square feet and another 200,000 square feet of office

that was always envisioned but never constructed. The owners are coming forward with a significant interest in re-investing and continuing to invest in this property.

- They are making minor adjustment to the actual square footages which come out slightly different calculations from the FAR that were not discovered previously and converting the existing movie theatre from retail to office we end up with about 247,000 square feet of office and reduce the retail components to about 439,000 square feet . The height was previously 160 feet and we are asking for 192 feet which would be about eight stories on top of the existing 5 story mall structure. The public use space is increased by several thousand square feet as well.
- The existing movie theatre space is no longer in operation and we would start leasing that area and create a complete floor plate for what is now the theatre projection level bringing us up to the existing roof of the project and continue up with essentially the previously approved tower at 160,000 square feet and eight floors facing Colesville. The typical floor will have a relatively large plate with a certain amount of stepping back as it gets to the top. To access the office tower there would be a new office lobby off of Colesville Road. You come off the street, walk up to the escalator to the elevator core which is in City Place now. Parking you can cut across the existing bridge which would be upgraded with art displays or come across the existing bridge from the parking deck through the mall into the office tower lobby and up. There would be stone paving and finishing that would match a portion of the area that is under the building. These diagrams show what the project would look like on Fenton and Colesville being compatible with the design that was part of the project when it was originally planned and the structure is there and we are looking for ways to utilize the base building.

Discussion

Genny Hardesty asked if they are prepared to move forward if they don't get the extension approval for 190 in height would you go back to the original plan of 160.

Emily Vaia stated that she was not sure and would have to follow-up.

Ted Georgelas stated if the height increase was not granted they would proceed.

Abrielle Anderson stated that she was familiar with the parking limitation on the weekend but not as familiar with parking facilities and lots that are connected to the building during the week days. What assessments have you made in terms of parking because you will have more office workers coming to that same parking lot that is currently used for retail?

Ted Georgelas responded that no actual studies have been done but antidotal I have been to the mall during the week and there is more than ample parking available in the current lot.

Barbara Henry asked Gary Stith is there was a requirement for the PLD on this.

Gary Stith responded that because it is in the Parking Lot District they would be paying the PLD taxes. The Parking District does a survey once a month at 10:00 a.m. and 2:00 p.m. which are their peak period for parking and that particular garage is running about 60% occupancy.

Bob Middleton stated that if City Place was to get a large tenant the distance you would have to travel to the office tower entrance by the elevator and they see what you have in the mall now would be a huge disincentive to them

Ted Georgelas responded that yes this would be problematic to address the issue in respect to tenants. If we ever start talking to tenants they will certainly see for themselves and tell us whether they do have major problems. Our hope is that we can overcome the initial Objection's on the part of the tenants that move in the building and based upon their potential demand for retail users.

Charles Atwell asked about the demand issue and how that affects changing the retail mix that a large user or a couple of user's are going to demand of City Place that you don't see in the current demographic in Silver Spring demanding.

Ted Georgelas responded that depends on the traffic in terms of the customers and the retail tenants we want in City Place and they would be addressing the issue. It's a matter of 240,000 square feet with potentially as many as a 1,000 population daily and continuously creating a demand and attract a larger attractive tenant.

Jon Lourie asked about background information on when City Place was originally approved did it include the office towers and the office tower was at 160 feet so the drawings we are seeing today are at 160 feet or 190 feet and what is the 190 feet about.

Emily Vaias stated yes the office towers where approved originally and the current drawings show the tower at 160 feet and I am not sure what the 190 feet is and we are asking for what was part of the original project plan approval and this is an Optional Method Development.

Jon Lourie asked what the public amenity was for the Optional Method Development.

Emily Vaias responded that the public amenity was Kuhn Park and we still get credit for the park but in addition we have the additional public space to include the lobby, the pavers along Colesville, and upgrading the streetscape at Fenton Street.

Jon Lourie asked how much more could be upgraded there are already brick pavers installed.

Emily Vaias responded that parts of Fenton Street don't have the current standard Silver Spring streetscape.

Jon Lourie stated that there will be a major transformation at City Place in terms of adding the office tower above the building but pedestrians and residents of Silver Spring are concerned about retail. It would be great if they would consider coupling this with some repositioning of retail whether it involves some additional investment in terms of reformatting the interior. We listen to the ULI report and they have some ideas that may or may not be applicable. Are you looking at this as a total package?

Ted Georgelas responded ULI pointed out some constraints and urban malls aren't as popular as they use to be and people are tending to lean more toward the streetscape as you can see here in

Silver Spring. The streetscape retail that we in City Place is a marked difference in tenant mix than what is inside the mall but we will review all of our options. The idea of moving a floor to create larger volume space for a big box user might merit some attention but I can not say it makes any kind of economic sense. There are things we can look at including as mentioned earlier the possibility of converting some of the retail. We have looked and continue to look at putting more office space within the existing mall itself beyond converting the movie theatre. We have a large investment in this and we want to protect that investment so we have an incentive to continuously look at option that provide a better return to us than what is being provided now with the existing tenants.

Barbara Henry stated the best things that could happen in order to re-tenant City Place Mall would be to build the office tower because it provides them with a market. This was done across the street bringing thousands of people with disposable income and retailers follow to chase the dollar.

Gary Stith stated that the vacancy rate for office currently is at 3.3% and even if you throw in sublease space it still only 4.4% which is extremely low .

Pete Esker asked if the 192 feet was off the table.

Emily Vaias responded that she needed to discuss and clarify that with the engineers and wonder if they are measuring height differently than they originally did.

Residential Project at the corner of Fenton Street and Silver Spring Avenue

Todd Brown, Laurence Gelodle, and Jeffrey Lockwood gave a presentation on the residential project at the corner of Fenton Street and Silver Spring Avenue as follows:

- The project the is a mixed use project containing residential, ground floor retail and underground structured parking located at the southeast quadrant of Fenton and Spring Street. The applicant is Fenton Development LLC, 8115 Fenton Street, Silver Spring, MD.
- The project will be Optional Method Development, Mixed-Use Project containing 94 multi-family dwelling units, 3,500 square feet ground floor retail, public use space and amenities, underground parking and zoned as CBD 1.0 and CBD 0.5. The site area is 44,624 square feet.
- Maximum height of 60 feet, stepping down to 40 feet on the east side of the project. Sector Plan recommends 60' height along east side of Fenton Street for residential uses. CBD-1 and CBD 0.5 zones permit 60' building height. However, building height steps down to 40' maximum at the east end of the site to assure compatibility with adjacent single-family residences.

- The breakdown of uses within the project are: 94 multi-family dwelling units, including 12 moderately priced dwelling units, 3,500 square feet of ground floor retail, 100 space underground parking facility for residents. 17,010 square feet of on-site/off-site public use space to include: streetscaping along Fenton Street and Silver Spring Avenue with a public plaza and lawn area at the corner of Fenton Street and Silver Spring Avenue, public use patios/seating/lawn areas along Silver Spring Avenue and linear open space and pedestrian pathway along east side of property. There will be a private courtyard, rooftop terrace, balconies, interior community room for residents and public art
- **Traffic/Pedestrian Circulation includes:** 100 space underground parking structure for building residents, access off Silver Spring Avenue, pedestrian improvements along entire Fenton Street and Silver Spring Avenue frontages, mid-block pedestrian pathway for potential future connection to Sligo Avenue, on-road Class II or III bikeway on Silver Spring Avenue, “Green Street” along Silver Spring Avenue and service and loading access off public alley.
- **Environmental:** the site currently lacks any storm drain or stormwater management quality controls, storm drain inlets, structures and transmission lines will be installed, stormwater quality control structure (storm filter) will be installed to treat stormwater runoff before it leaves the site and installation of additional pervious areas, landscaping shown on Landscape Concept Plan.
- **Schedule for community meetings is as follows:** January 4, 2007 – Greater Silver Spring Chamber of Commerce, February 15, 2007 – Silver Spring Urban District Advisory Committee, February 19, 2007 – East Silver Spring Citizens Association and February 21, 2007 – Silver Spring Citizens Advisory Board (CED Committee).
- Project Schedule is Optional Method Project Plan (No. 920070130) and Preliminary Plan (No. 120070420) applications pending. No hearing date established as yet. Site Plan review to follow.
- We are asking you as a group to let your opinions be heard about the amount of time it is taking to get projects to begin the review process formally with Park and Planning.

Discussion:

Bob Middleton asked how many parking spaces for the 91 units

Todd Brown responded that currently they have 100 spaces.

Genny Hardesty asked what retail users are you looking for.

Todd Brown stated that they really don’t know yet.

Genny Hardesty asked if it was definitely for purchase and not for rent and is there a price range

Todd Brown stated that pricing has not been determined as yet.

Charles Atwell asked what the size of the units

Laurence Gelodle responded that the bulk of the units are one bedrooms and range between 700 and 750 square feet, there are one bedrooms with dens and two bedrooms which are around 1,000 square feet.

Jon Lourie asked where is the building step down and how deep is it because the image in your drawing it shows that the bar is not really a bar but continuous.

Laurence Gelodle responded that the bar was at the three stories and this is the piece that wraps and is 25 to 35 feet and it angles back. This is a two story piece and you can't really see the second level.

Jon Lourie asked if the residential units had entrances on the ground floor.

Jeffrey Lockwood responded that no entrances will be on the ground floor and their front door will be in the common corridor on the inside but they do have their own private outdoor space that they have access to and not part of the public use space.

Jon Lourie asked if the doors would go out to the private use spaces

Jeffrey Lockwood responded that they are sort of English basement unit that are slightly varied.

Jon Lourie asked if that area was depressed and a half level down

Jeffrey Lockwood responded that it is not quite a half level down but more like 3 to 4 feet down and the site slopes up about 10 feet.

Jon Lourie asked if there had been any discussion with the East Silver Spring community in regards to this particular project.

Todd Brown responded no and that they have tried to schedule meeting with them.

Jon Lourie stated that the project is great and that a lot of projects the Committee has seen and reviewed we have not been pleased with the idea of sitting back in the Fenton Street area and disrupting the retail street frontage on Fenton Street which I consider detrimental. Obviously this project is great because it has been very sensitive to adjacent residential house further down the street. I am interested in is the need for more retail and have you considered expanding because you did not need to set the building back all the way to Fenton Street you could have brought the retail part forward toward Silver Spring.

Jeffrey Lockwood stated that what is stopping us from is our public use space requirement which is right at 41%.

Jon Lourie stated the public use requirement is an issue and because of the percentage the designer is hampered and as an owner you are not providing more retail that would be nice to have. This is another example of this number and I would rather see more retail and the architect and owner is doing an excellent job in terms of responding to the local conditions in the residential area. Can we consider retail to be a public amenity? This does not read like a pocket park but the one thing you don't see here is that all the edges of the other building are pushed further toward Silver Spring Avenue even though you are fairly close on Fenton to the adjacent building so why did you sit that back on Fenton.

Brad Stewart, Chair, Silver Spring Chamber of Commerce responded that the building above does align. Royce Hanson attended one of our Economic Development Committee meeting and we are approaching the idea and Gary Stith and his staff giving directions to put some language together by the folks at Park and Planning to see if we can make that happen so it is in the works.

Todd Brown stated his perception on the current code and that there is a 20% on-site public use space requirement in it. This is a hard number and must be met unless you transfer off-site which is possible on Fenton but you must have a place to put it and it can't be in the right-of-way it has to be transferred to private property. Unfortunately this is a code issue but there is another aspect

to this which is the additional amenity space which is not identified as a strict number but more of a subjective evaluation of what level of amenity will justify the density that is being requested for the Optional Method which can help in some instances. If the community would be willing sacrifice some of that amenity space to get more retail that may be one way to look at it but it does not help with the on-site percent number which is a code issue.

Charles Atwell asked Todd Brown about the alley in its current state with condition etc. will it accommodate the services that you want and on the east side of your property on Spring Avenue are the houses there zoned residential

Todd Brown responded that the alley would accommodate the services and that the houses are zoned residential, R-60.

Charles Atwell stated that it indicates the retail will be 5500 square feet is that correct.

Todd Brown responded that the correct number for retail is 3500 square feet.

Jon Lourie stated to Gary Stith that he was questioning the project set-back from Silver Spring Avenue for the retail portion and the reason they are doing this is it has to be 20% for public space.

Gary Stith responded that in this case it might make sense even though it creates a small public use space because of the building line of the adjacent residential area.

Jon Lourie stated he understood that but it is sitting back on the corner and the other three corners do not and on the other hand the architect might have looked at extending the retail portion.

Gary Stith asked Jon Lourie did he mean that the retail portion could stick out further?

Todd Brown stated that the users of this space hopefully will be the residents and not have a pocket park but a comfortable space available to bring people down into that area that would be a benefit in this location. I encourage this Committee to contact the Planning Commission if you are concerned about the delays because it is stopping things from moving forward in Silver Spring.

For the Record

Bob Middleton stated he was acquainted with Dr. Glee and that he had not seen this project prior to the meeting today and he does not have any interest in it but would support the project as presented. The project is very responsive to the community and I particularly like the step down feature. I wish this same step down logic which now even Park and Planning is espousing had been utilized in the building going up next to mine and I like the fact that the parking is 1 to 1 ratio for residents.

Marketing and Special Events Report

Susan Hoffmann reported that:

- The Marketing and Special Events Report is in the packet unless you have questions.
- Restaurant Week was one of the coldest weeks of the year. We had twenty-three restaurants that participated and received feedback from about 2/3. The reactions of the participants were mixed some restaurants saw no difference, other were unhappy due to the weather and the other restaurants stated that it made a huge difference and would do it again. The end

result is it very much depended on everybody personal experience. I think Restaurant Week will happen again but we need to make adjustments in how the event is marketed locally. The last one was primarily marketed by through the Washington Post and they created a flyer that went on every ones door. The really savvy restaurants put a table tenant of some sort that reminded people of what was available and the less savvy did nothing. We need to help them market and figure out better ways to promote this event so it has more of a local flavor. Overall it was a success and nobody suffered by it and people did see some improvement. Crisfield, Cerviche and Mrs. Kay said it was great event however Asian Bistro saw no change but they are normally full anyway and agreed to participate again.

Discussion

Pete Esker asked if there was an economic level where the high end restaurants seemed happy and low end restaurants not happy.

Susan Hoffmann stated that she had not received responses from many of the high end restaurants. Jackie who is on the higher end of the middle and does well normally said she saw new faces and was quiet pleased. I have not heard from Sergio who would be considered one of the higher end restaurants and Ray's the Classics did not participate. Overall Restaurant Week overall was a success and restaurants that had a marketing technique seemed to have benefited the most.

Gary Stith stated that on Wednesday of Restaurant week we had twenty-two hundred visits to our website which generated a lot of interest and you can tell what people are coming to look for and of all the retail businesses in the area Ray's the Classics has the most visits as an individual business.

Director Report:

Gary Stith reported that:

- The County Executive is meeting with the Chair and Vice Chair of the Silver Spring area boards. I think Genny Hardesty and Barbara Henry are available and if not they may ask other members to attend. The County Executive will meet with all five boards from this region and we will have a total of 30 minutes. We will coordinate the presentation by the five boards which include Silver Spring Citizens Advisory Board, Silver Spring Urban District Advisory Committee, Silver Spring Recreation Advisory Board, Transportation Management District Advisory Committee and Long Branch Advisory Committee. We are meeting on February 27 at the Silver Spring Regional Center to coordinate the presentation and the meeting with the County Executive is on March 5 at 9:00 p.m.

Discussion

Pete Esker stated that this would be a good time to see if there is any commonality that goes across all five boards.

Gary Stith stated that all members of the Boards and Committees will be provided with a copy of the final presentations.

Meeting adjourned 6:00 p.m.